



RECYCLE
USED OIL

How To Place Billboards & Theater Trailers in California





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INTRODUCTION

The following is a comprehensive, easy-to-understand guide to researching, initiating and producing outdoor and theater trailer advertising campaigns. Because the two advertising methods are handled by separate firms and incorporate different procedures, this guide is divided into two parts; outdoor and theater trailers.

The outdoor campaign section includes detailed information on cost, location, approximate viewing, and, for some companies, demographic/geographic breakdowns to help choose the most appropriate firm for your program.

It is very important to have as much information about your program and its goals prior to getting involved directly with the outdoor advertising firm. Some of the things helpful to know ahead of time are geographical locations you feel will provide the best venues for your campaign, the demographics of your target audience, and a few things about your pool of advertising firms. Examples of the latter include types of outdoor advertising they offer, the services and creative they make available, their geographic location, and, of course, their pricing. The significance of this information is obvious. Knowing whether a company offers reposting for weather or graffiti damage, long-term purchase discounts, pre/post research to test message retrieval, or the opportunity to change the board at no extra cost could determine whether or not this company is a viable candidate for your account.

Upon contacting your chosen firm, the simple act of requesting a list of locations and driving out to each one could save time and money in the future. This way you can decide for yourself if the locations will reach the targeted audience. With all of this information on the table, your account representative will be able to tailor the most effective outdoor campaign within your budget.

In the theater trailer campaign, knowing your candidates and the services offered is just as important as in the outdoor campaign. There are two companies that provide on-screen advertising in all of the theaters in California. The National Cinema Network (NCN) and Edwards Cinemas will assign you with an account representative who will help you put together a cost-effective and successful campaign. Once again, know the geographic region and its demographics. Your account executive will work with you to determine which movies will attract your target audience and arrange the campaign slides to be shown shortly before showtime.

In the theater trailer section you will find information relating to what theaters offer on-screen advertising, how many screens are offered, how many people will view your advertisement, the specific location of the theater (e.g., mall or drive-in), whether

or not special approval is needed, what type of creative is needed, where all the material is to be delivered, and a list of rates.

With eight of the top 25 media markets in the nation (Los Angeles, Orange County, Riverside, San Francisco, Oakland, San Jose, San Diego, and Sacramento), California is an ideal location to conduct your outdoor or theater trailer marketing campaign. We hope that with this guide we can provide you with the insightful knowledge necessary to conducting a successful advertising program.

WHO DO I CALL?

Outdoor Advertising Firms

There are six major outdoor advertising firms in the industry. Below you will find their addresses and phone numbers.

3M Media

16501 Ventura Blvd., #447
Encino, CA 91346
(800) 368-5515

Eller Media Company

1550 W. Washington Blvd.
Los Angeles, CA 90007
(213) 730-4274

Gannett Outdoor/Outdoor Systems Advertising

1731 Workman St.
Los Angeles, CA 90031
(213) 222-7171

Martin Outdoor Advertising

45424 N. Sierra Hwy.
Lancaster, CA 93534
(805) 948-0721

Van Wagner Outdoor

11829 Ventura Blvd., 2nd Flr.
Studio City, CA 91604
(818) 508-8880

Vista Metropolitan Outdoor Media

14400 Firestone Blvd.
La Mirada, CA 90638
(714) 739-6900

WHAT DO THEY OFFER?

List of Companies and Advertising Options

	San Diego County	Orange County	Los Angeles County	San Bernardino / Riverside County	Ventura County	Sacramento	San Jose	Central Coast California	Santa Rosa	San Francisco
3M Media										
◊ Bulletins		*	*	*	*	*	*			*
◊ Poster					*			*	*	
Eller Media										
◊ 8 Sheets										*
◊ 30 Sheets	*		*		*					*
◊ Bulletins	*	*	*		*					*
◊ Premiere Panel	*				*	*				*
Gannett/Outdoor										
◊ Bulletins	*		*							
◊ Posters	*		*							
◊ Prestige Panels	*		*							
Martin Outdoor										
◊ 30 Sheets			*		*			*		
◊ Bulletins			*		*			*		
Van Wagner										
◊ Bulletins	*	*	*	*						
Vista Metropolitan										
◊ 8 Sheets			*							
◊ Bulletins										*

WHAT ARE MY CHOICES?

Outdoor Advertising Options

Some of the alternatives for placing outdoor advertisements are as follows:

1. BULLETIN:

Painted Bulletin

Rotary Bulletin Size: H 14' x W 48'

Extension Max.: H 5'6" x W 2'

Production: Hand or computer painted on vinyl.

Coverage: Situated on heavily traveled streets and major arterial highways.

Unit of Sale: Can be purchased individually or in packages.

Creative Options: Hand painted, digitally painted using computers, or litho-printed on paper. In order to receive the full effect it is beneficial to use extensions, three-dimensional figures or special lighting.

2. PREMIERE PANEL:

Premiere Panel

Size: H 12'3 x W 24'6"

Extension: Max. H 3'6" x W 1'

Production: Hand or computer painted on vinyl.

Coverage: Varies

Unit of Sale: They are sold as rotary or permanent units.

Rotary: Will rotate every 8 weeks to a new location to maximize exposure potential.

Permanent: Will remain at the specified location for the duration of the campaign.

Creative Options: Hand painted, or digitally rendered by using computer technology. They are preferred when looking to incorporate three-dimensional and electrical embellishments.

3. 30-sheet:

30-Sheet

Copy Area: H 10'5" x W 22'8"

Production: Silk-screen or lithography on paper

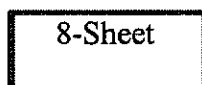
Coverage: Tend to be widely distributed to ensure a balanced coverage in a market. They are located on busy primary arterial roads and highways where they offer high visibility and reach a large portion of your particular market.

Unit of Sale: Distributed widely throughout the market, they are sold in groups of locations called "showings" (Gross Rating Points). A showing size is simply the number of panels necessary to generate specific level of GRPs in the market. Therefore, a #25 showing will deliver exposure opportunities equivalent to 25% of the market population. Variable showing sizes allow flexibility in campaign strategy and market coverage. Poster showings are generally sold in four week increments.

Flexibility: A poster showing can reach a specific social demographic neighborhoods or target geographically important locales such as shopping malls, schools and sporting venues.

Benefits: Poster showings provide broad market reach and high frequency. They deliver multiple exposures to commuter traffic and are ideal medium for short-term or seasonal campaigns, product or service introductions or brand identification.

4. 8-SHEET:



Copy Area: H 5' x W 11'

Production: Silk-screen or lithography on paper

Coverage: Usually located near neighborhood supermarkets, liquor stores, convenience stores, retail outlets. Usually located in areas where zoning prohibits other outdoor media. They are excellent targeting of Black, Asian and Hispanic communities.

Unit of Sale: They are sold in groups of locations called "showings" (Gross Rating Points) because of their wide distribution. These GRP's can be purchased on a 4-week basis. The showings are set-up to be short-term in order to give you the opportunity to change the direction of your campaign or change your key message(s).

Benefits: The compact size of the 8-sheets commands virtually all the same attention attracted by larger outdoor advertising for a lower price. They are located at eye level enabling the viewer to view your message prior to entering a store or getting into their car.

WHAT DO I NEED?

Materials and Designing

Some of the materials and design options available to you during the development process of outdoor advertising are listed below:

Paper:

Bulletins and Premiere Panels:

- Produced on vinyl sheets. Vinyl is great surface that is flexible, durable, clean and reusable. It is easy for a client to transport their promotional campaign by simply transporting the vinyl from market to market.

30-Sheet and 8-Sheet:

- Is printed on 70# wet strength paper. This paper is designed to withstand the rigors of an outdoor environment.

Designing Options:

Digital Imaging:

- This is a computer imaging system that produces large format images directly from a computer system. This creative can be digitized through scanning a hard copy or transparencies or directly transferred from another computer program. Digital Imaging is generally used on poster panels.

Computer Painting:

- Is similar to Digital Imaging, using paint on vinyl instead of ink on paper. Typically used for bulletins and premier panels. The computer paint process accurately reproduces the most intricate and colorful designs, with exacting precision and remarkable speed.

Traditional Printing:

- There are two types of printing; silk-screen and offset printing, or lithography.

Silk-screening is a process where various ink colors of a design are put through different screens to reproduce the printed design.

Offset printing or lithography uses plates to transfer ink onto the paper. Since plates are more durable than screens, lithography tends to be more cost-efficient for larger runs (bulletins and premiere panels).

*** Please refer to each individual outdoor agencies for specific production options and requirements.**

WHAT DO THESE TERMS MEAN?

Glossary of Terms

1. CPM- Cost Per Thousand

$$\frac{\text{monthly showing cost} \times 1000}{30 (\text{non-ill. panel} \times \text{DEC}) + (\text{ill. panel} \times \text{DEC})}$$

This measures how much it costs the client to post their outdoor advertising per thousand people who view the campaign.

2. DEC-Daily Effective Circulation

Totals how many people will view your advertising in one day.

3. GRP's - Gross Rating Points

- GRP's tend to come in showing numbers of 25, 50, 75 and 100.
- Each showing has a set number of posters listed.
- If the client chooses the GRP's 25, then that package of posters will hit 25% of the daily population or the population the client is trying to reach.
- This happens because the posters will be located in specific locations to cater to the specified population in which the client is trying to reach.

4. Illuminated vs Non illuminated

- **Illuminated boards** include lighting for viewing at night. This will increase the number of people who view the advertisement.
- **Non-illuminated boards** do not have additional lighting and therefore less people will have the opportunity to view the advertisement.

3M Media

Contact Person:

Judi Krasowski
Suite 447
16501 Ventura Blvd.
Encino, CA 91436-2014
(800) 368-5515
(818) 783-1711 FAX

Type(s) of Outdoor Offered:

- Bulletins
- 30-Sheet Posters

Areas Covered (see attachments for more details):

Bulletins:

- Los Angeles/Riverside/Orange County
- San Francisco/Oakland/San Jose
- San Diego
- Sacramento
- Fresno
- Bakersfield
- Santa Rosa
- Santa Maria/Santa Barbara/Lompoc

Posters:

- California North Coast Region
- California North Central Region
- California Central San Joaquin Valley
- California Central Coast Region
- California Southern San Joaquin Valley

Pricing:

Bulletins:

- Rates (found in attachment section) are based on a 12 month contract and include 3 paints per year and illumination.

Posters:

- Rates vary depending upon which GRP the advertiser chooses and rates are based on a 4 week rate unless otherwise contracted.

- Single Panel Poster Rates
 - Non-Illuminated \$635.00
 - Illuminated \$835.00
- Agency Discount
- Continuity Discount
 - A 10% discount could be applicable to uninterrupted posting displays with a minimum of a 25 showing is maintained for 12 consecutive months.
- Short Term Rates
 - Poster displays that are less than 30 days may be purchased, if space is available and the location requires illuminated service.

Services Offered:

Bulletins:

- Illumination
- CPM

Posters:

- A demographic and geographical breakdown of how to best target your audience with outdoor advertising.

Creative Guidelines:

Bulletins:

- Cut-Outs & Extensions
 - Size - 5'6" above, 2" below, and 2" either side.
 - Cost to fabricate is one time cost of \$22.50 per square foot.
- Artwork
 - Approved artwork must be supplied to 3M **Media 45 DAYS PRIOR** to scheduled posting date.
 - Artwork should be designed to show the correct proportion of showing and size and positioning of elements.
 - If artwork is **NOT** received 45 days prior then 3M Media reserves the right to start billing advertiser for the full month.

Posters

- Re-posting Charges
 - If during the contract the advertiser chooses to partially change the copy there will be a minimum charge of \$150.00 per stop.
 - To re-post an entire original poster is \$150.00.

Shipping and Storage Services:

Bulletins:

- Cut-Outs & Extensions

- It is \$.55 per square foot per month

Poster:

- All shipments should be prepaid
- Detailed shipping instruction will come with a confirmed contract

Sectors 1, 2, 3

722 N Carlton
Stockton, CA 95203

Sectors 4,5,6

5678 E. Shields Ave.
Fresno, CA 93727

Sectors 7,8,9

750 Commercial St., Suite 5
Eugene, OR 97402

Eller Media

Contact Person:

Rhonda Cecil
1550 W. Washington Blvd.
Los Angeles, CA 90007
(213) 730-4293
(213) 732-7736 FAX

Type(s) of Outdoor Offered:

- Bulletins
- Premiere Panels
- 30-Sheet Posters
- 8-Sheet Posters

Areas Covered:

- **Bulletins**
 - Los Angeles
 - Westside/Beaches
 - Orange County
 - San Diego
 - San Francisco/Oakland/San Jose
 - Sacramento
- **Premiere Panels**
 - Los Angeles
 - Westside/Beaches
 - Orange County
 - San Diego
 - San Francisco/Oakland/San Jose
 - San Jose/Silicon Valley
 - Sacramento
- **30-Sheet Posters**
 - Los Angeles
 - San Diego
 - San Francisco/Oakland/San Jose
 - Sacramento

- **8-Sheet Posters**
 - San Francisco/Oakland/San Jose

Prices:

- Permanent Bulletins
 - Rates are generally based on a 6 month or longer contract.
- Rotary Bulletins
 - Rates are generally based on a 12 month contract.
- Premiere Panels
 - Rates are generally based on a 16 week rate, but the advertiser has the option to contract for 4, 8 or 12 weeks as well.
- 30-Sheet Posters
 - Rates are based on a 4 week contract.
- 8-Sheet Posters
 - Rates are based on a 4 week contract.

Services Offered:

Creative Guidelines:

- Bulletins
 -
- Premiere Panels
- 30-Sheet Posters
- 8-Sheet Posters

Shipping and Storage Services:

Outdoor Systems Advertising/Gannett Outdoor

Contact Person:

1695 Eastshore Highway
Berkeley, CA 94710
(510) 527-3350
(510) 527-7041 FAX

Type(s) of Outdoor Offered:

- Bulletins
- 30-Sheet, 8-Sheet Posters
- Prestige Panels

Areas Covered (see attachments for more details):

- Los Angeles County
- San Diego County
- Bay Area
- Sacramento

Pricing:

Bulletins:

- Rates (found in attachment section) are based on a 4 week contract for minimum of 16 weeks.

Posters:

- Rates (found in attachment section) vary depending upon which GRP the advertiser chooses.
- Rates are based on a 4 week rate unless otherwise contracted.
- Rates are stated gross and are for Media Space only. Production of poster or vinyl is an additional fee.
- Rates are subject to change based on market demand.

Prestige Panels:

- Rates (found in attachment section) include up to 24 square feet of extensions.

Services Offered:

Bulletins:

- Production (Computer painted or litho-printed)

- Extensions
 - Fabrication
 - Monthly rotation and maintenance
- Illumination dusk to dawn
- Permanent or Rotating Bulletins available
 - Rotation for Rotating Bulletins is every 30-60 days
- Targeted audience research to find demographic concentrations by county, city or zip code.

Posters:

- Targeted audience research to find demographic concentrations by county, city or zip code.
- 6 posting dates per month.

Creative Guidelines:

- N/A

Shipping and Storage Services:

- N/A

Martin Outdoor Advertising

Contact Person:

Tara Gates
Advertising Consultant
45424 N. Sierra Hwy.
PO Box 829
Lancaster, CA 93584
(805) 948-0721
(805) 949-2273 FAX

Type(s) of Outdoor Offered:

- Bulletins
- 30-Sheet Posters

Areas Covered (see attachments for more details):

- North Los Angeles County
- San Diego
- Bakersfield
- El Centro

Pricing:

Bulletins:

- Rates (found in attachment section) are for 4 weeks.
- Cutouts and extensions are \$25.00 per square foot.
- Rotation and maintenance are \$2.50 per square foot.

Posters:

- Rates (found in attachment section) vary according to the desired GRP and location.

Services Offered:

Bulletins:

- Rotating or Permanent Bulletins available
 - Rotating bulletins are moved every 30 to 60 days within a 12 month period
 - Permanent bulletins vary in size and remain at one location.

- With 4 months, simple production is free.
- Full production, including vinyl and adhesive applications are available at additional cost.
- Discounted rates for quantity and seasonal buys.
- All units have illumination.
- Extensions available.

Posters:

- Illumination available.
- Targeted demographically or geographically.

Creative Guidelines:

Bulletins:

- Can be painted, but they recommend printing for exact reproductions. They can provide references.

Posters:

- Must be in shop 5 days before start date.
- Camera ready art for printing must be received 20 days in advance of start date.

Shipping and Storage Services:

Van Wagner Outdoor Advertising

Contact Person:

Joseph M. Alle
Senior National Account Manager
11829 Ventura Blvd.
Studio City, CA 91604
(818) 508-8880
(818) 508-8893 FAX

Type(s) of Outdoor Offered:

- Bulletins
 - rotating and permanent available

Areas Covered (see attachments for more details):

- Los Angeles
- Inland Empire
- Orange County
- San Diego

Pricing:

Bulletins:

- 4 week rate, based on location and GRP (please see attachments for details) with a minimum 4 month contract.
- Production is included in all rates.
- Extensions are \$23.50 per square foot.
- Monthly maintenance and rotation of extensions are \$2.95 per square foot.
- There is a \$490 minimum service charge.

Services Offered:

Bulletins:

- Offers special programs to reach ethnic segments (Hispanic, Asian, Black).
- Special showings can be tailored to support distribution (Supermarkets, Automobile Dealerships, Retail Centers and Malls)

Creative Guidelines:

- N/A

Shipping and Storage Services:

- N/A

Vista Metropolitan Outdoor Media

Contact Person:

Mr. Rene Yanes
Account Executive
14000 Firestone Blvd.
La Mirada, CA 90638
(714) 739-6900
(714) 739-6910

Type(s) of Outdoor Offered:

- Bulletins
- 30-Sheet Posters

Areas Covered (see attachments for more details):

- North Los Angeles County
- San Diego
- Bakersfield
- El Centro

Pricing:

Bulletins:

- Rates (found in attachment section) are for 4 weeks.
- Cutouts and extensions are \$25.00 per square foot.
- Rotation and maintenance are \$2.50 per square foot.

Posters:

- Rates (found in attachment section) vary according to the desired GRP and location.

Services Offered:

Bulletins:

- Rotating or Permanent Bulletins available
 - Rotating bulletins are moved every 30 to 60 days within a 12 month period
 - Permanent bulletins vary in size and remain at one location.
- With 4 months, simple production is free.

- Full production, including vinyl and adhesive applications are available at additional cost.
- Discounted rates for quantity and seasonal buys.
- All units have illumination.
- Extensions available.

Posters:

- Illumination available.
- Targeted demographically or geographically.

Creative Guidelines:

Bulletins:

- Can be painted, but they recommend printing for exact reproductions. They can provide references.

Posters:

- Must be in shop 5 working days before start date.
- Camera ready art for printing must be received 20 days in advance of start date.

Shipping and Storage Services:

- No charge for storage

3M MEDIA

**3M Media
30 Sheet Posters**

	Stockton-San Joaquin County (Inc. Farmington, Frech Camp, Lathrop, Lockeford, Lodi, Manteca, Ripon, Stockton, Tracy, Woodbridge)	Lodi (Inc. Lockeford, Woodbridge)	Manteca- Ripon (Inc. Lanthrop, Ripon)	Modesto-Stanislaus County (Inc. Ceres, Crows landing, Hughson, Keyes, Modesto, Newman, Oakdale, Patterson, Riverbank, Salida, Turlock, Wesley)	Stockton (inc. Farmington, Frech Camp, Linden)	Tracy (San Joaquin County)
30-SHEET POSTERS						
100 GRP's						
Illuminated		2	0	7	8	
Unilluminated		2	8	20	13	
Total No. of Panels		4	8	27	21	
4 Week Rate		\$1,954	\$3,192	\$12,995	\$8,529	
75 GRP's						
Illuminated	7	1	0	6	6	
Unilluminated	19	3	6	16	10	
Total No. of Panels	26	4	2466	22	16	
4 Week Rate	\$11,715	\$1,846		\$10,981	\$6,688	
50 GRP's						
Illuminated	5	1	0	3	4	0
Unilluminated	16	1	4	12	7	4
Total No. of Panels	21	2	4	15	11	4
4 Week Rate	\$9,630	\$1,057	\$1,696	\$7,472	\$4,717	\$1,692
25 GRP's						
Illuminated	2		0	2	2	0
Unilluminated	11		2	5	4	2
Total No. of Panels	13	3	2	7	6	2
4 Week Rate	\$5,912	\$1,309	\$874	\$3,735	\$2,618	\$873

**3M Media
30-Sheet Poster**

	Fresno (Inc. Fresno, Clovis)	Fresno County (Inc. Caruthers, Dinuba, Firebaugh, Fresno, Five Points, Fowler, Kerman, Kingsburg, Mendota, Orosi, Parlier, Reedley, Riverdale, Sanger, San Joaquin, Selma)	Hanford- Leemoore (Inc. Armona, Hanford, Lemoore)	Madera (Inc. Chowchilla, Madera)	Merced	Merced County (Inc. Atwater, Delhi, Dos Palos, Gustine, Livingston, Los Banos, Merced, Planada, Santa Nella, Stevinson, Winton)	Visalia-Tulare- Porterville (Inc. Earlimart, Exeter, Farmersville, Goshen, Lindsay, Pixley, Porterville, Strathmore, Tipton, Tulare, Visalia)
30-SHEET POSTERS							
100 GRP's							
Illuminate	14	14		0	2	4	
Unilluminate	13	31		4	3	14	
Total Per Panel	27	45		4	5	18	
4 Weeks	\$14,987	\$22,703		\$2,300	\$2,195	\$8,018	
75 GRP's							
Illuminate	10	10		0	2	3	
Unilluminate	11	25		3	2	11	
Total Per Panel	21	35		3	4	14	
4 Weeks	\$11,825	\$17,990		\$1,794	\$1,850	\$6,161	
50 GRP's							
Illuminate	7	7		0	1	2	0
Unilluminate	7	16		2	2	7	16
Total Per Panel	14	23		2	3	9	16
4 Weeks	\$8,204	\$12,289		\$1,232	\$1,405	\$4,280	\$7,360
25 GRP's							
Illuminate	3	3		0	0	1	0
Unilluminate	5	9		1	2	4	8
Total Per Panel	8	12		1	2	5	8
4 Weeks	\$4,590	\$6,450		\$635	\$950	\$2,370	\$3,800

**3M Media
30 Sheet Posters**

	Cloverdale Geyserville- Healdsburg (Sonoma County)	Napa	Petaluma (Sonoma County)	Santa Rosa (Inc. Cotati, Santa Rosa, Sebastopol, Sonoma, Windsor)	Santa Rosa- Napa/Sonoma County (Inc. Cotati, Cotati, Geyserville, Healdsburg, Napa, Petaluma, Santa Rosa, Sebastopol, Sonoma, Windsor)	Ukiah (Mendocino)
30-SHEET POSTERS						
100 GRP's						
Illuminated						0
Unilluminated						4
Total No. of Panels						4
4 Week Rate						\$1,589
75 GRP's						
Illuminated	0	0				0
Unilluminated	3	5				3
Total No. of Panels	3	5				3
4 Week Rate	\$1,380	\$2,160				\$1,229
50 GRP's						
Illuminated	0	0	0	3	3	0
Unilluminated	2	3	3	5	13	2
Total No. of Panels	2	3	3	8	16	2
4 Week Rate	\$948	\$1,336	\$1,372	\$5,301	\$8,204	\$845
25 GRP's						
Illuminated		0	0	1	2	
Unilluminated		2	2	4	9	
Total No. of Panels		2	2	5	11	
4 Week Rate		\$918	\$943	\$3,164	\$5,800	

**3M Media
30-Sheet Posters**

	Chico (Inc. Chico, Paradise, Butte County)	Marysville-Yuba City (Inc. Camp Beale, Colusa, Gridley, Lincoln, Linda, Live Oak, Olivehurst)	Oroville (Inc. Palermo, Thermalito)	Redding-Red Bluff (Inc. Anderson, Central Valley, Cottonwood, City of Shasta Lake, Red Bluff)
30-SHEET POSTERS				
100 GRP's				
Illuminate		5	0	4
Unilluminate		8	3	9
Total Panels		13	3	13
4 Week Rate		\$6,100	\$1,197	\$6,392
75 GRP's				
Illuminate		3		3
Unilluminate		7		7
Total Panels		10		10
4 Week Rate		\$4,666		\$5,052
50 GRP's				
Illuminate	0	2	0	3
Unilluminate	8	5	2	2
Total Panels	8	7	2	5
4 Week Rate	\$4,240	\$3,346	\$823	\$2,944
25 GRP's				
Illuminate	0	2		1
Unilluminate	4	1		3
Total Panels	4	3		4
4 Week Rate	\$2,183	\$1,704		\$2,101

**3M Media
30-Sheet Posters**

	Paso Robles (Inc. Atascadero, Paso Robles, San Miguel)	Salinas Valley (Inc. Castroville, Gonzales, Greenfield, Hollister, King City, Marina, Prunedale, Salinas, Seaside, Soledad)	San Luis Obispo (Inc. San Luis Obispo)	Santa Maria (Inc. Guadalupe, Santa Maria)
30-SHEET POSTERS				
100 GRP's				
Illuminate				
Unilluminate		-		
Total Panels		-		
4 Week Rate		-		
75 GRP's				
Illuminate			0	
Unilluminate			6	
Total Panels			6	
4 Week Rate			\$4,668	
50 GRP's				
Illuminate			0	0
Unilluminate			4	6
Total Panels			4	6
4 Week Rate			\$3,208	\$3,720
25 GRP's				
Illuminate			0	0
Unilluminate			2	3
Total Panels			2	3
4 Week Rate			\$1,654	\$1,920

3M Media
Hispanic

	Fresno County	Fresno Metro	Maryville- Yuba City	Modesto County	Stockton County	
30-SHEET POSTERS						
100 GRP's						
Illuminated		5	2	3		
Unilluminated		6	3	6		
Total No. of Panels		11	5	9		
4 Week Rate		\$3,577	\$2,277	\$3,987		
75 GRP's						
Illuminated	5	3				
Unilluminated	15	5				
Total No. of Panels	20	8				
4 Week Rate	\$6,615	\$2,646				
50 GRP's						
Illuminated	4	2	1	1		
Unilluminated	9	4	2	3		
Total No. of Panels	13	6	3	4		
4 Week Rate	\$4,444	\$2,018	\$1,392	\$1,811		
25 GRP's						
Illuminated	2	1				
Unilluminated	5	2				
Total No. of Panels	7	3				
4 Weeks Rate	\$2,470	\$1,042				

3M Media
Bulletins

	Los Angeles/ Riverside/ Orange County	San Francisco/ Oakland/San Jose	San Diego	Sacramento	Fresno	Bakersfield	Santa Rosa	Santa Barbara/ Santa Maria/ Lompoc
BULLETINS								
Avg, 4 Week Rate	\$3,935	Non-Standard Display	N/A	\$3,820	\$1,910	\$2,135	\$4,495	N/A

ELLER

ELLER MEDIA

	Los Angeles	Westside/ Beaches	Orange County	San Diego	San Francisco, Oakland, San Jose	Sacramento
BULLETINS						
4 Weeks	\$7,235	\$9,948	\$9,948	\$7,235	\$7,235	\$7,235
8 Weeks	\$6,680	\$9,185	\$9,185	\$6,680	\$6,680	\$6,680
12 Weeks	\$6,120	\$8,415	\$8,415	\$6,120	\$6,120	\$6,120
16+ Weeks	\$5,565	\$7,652	\$7,652	\$5,565	\$5,565	\$5,565
PREMIERE PANELS						
4 Weeks	\$2,790	\$3,830	\$3,830	\$2,790	\$2,790	\$2,790
8 Weeks	\$2,575	\$3,535	\$3,535	\$2,575	\$2,575	\$2,575
12 Weeks	\$2,360	\$3,240	\$3,240	\$2,360	\$2,360	\$2,360
16+ Weeks	\$2,145	\$2,945	\$2,945	\$2,145	\$2,145	\$2,145
PREMIERE PLUS						
4 Weeks	\$7,235	\$9,948	\$9,948		\$7,235	\$7,235
8 Weeks	\$6,680	\$9,185	\$9,185		\$6,680	\$6,680
12 Weeks	\$6,120	\$8,415	\$8,415		\$6,120	\$6,120
16+ Weeks	\$5,565	\$7,652	\$7,652		\$5,565	\$5,565
30 Sheets Poster						
100 GRP's						
Illuminated	432			66	235	46
Unilluminated	48			10	20	9
Total	480			76	255	55
Per Panel	\$775			\$775	\$775	\$775
4 Weeks	\$372,000			\$58,900	\$197,625	\$42,625
50 GRP's						
Illuminated	216			33	117	23
Unilluminated	24			5	10	4
Total	240			38	127	27
Per Panel	\$815			\$815	\$815	\$815
4 Weeks	\$195,600			\$30,970	\$103,505	\$22,005
25 GRP's						
Illuminated	108			16	58	11
Unilluminated	12			3	5	2
Total	120			19	63	13
Per Panel	\$855			\$855	\$855	\$855
4 Weeks	\$102,600			\$16,245	\$53,865	\$11,115
8 Sheet Poster						
100 GRP's						
Total Panels					130	
Per Panel					\$190	
4 Weeks					\$24,700	
50 GRP's						
Total Panels					65	
Per Panel					\$195	
4 Weeks					\$12,675	
25 GRP's						
Total Panels					65	
Per Panel					\$195	
4 Weeks					\$12,675	

Eller Media
African American

	Los Angeles	Westside/ Beaches	Orange County	San Diego	San Francisco, Oakland, San Jose	Sacramento
30 Sheets Poster						
100 GRP'S						
Illuminated	61			13	29	6
Unilluminated	11			3	4	1
Total	72			16	33	7
Per Panel	\$775			\$775	\$725	\$725
4 Weeks	\$55,800			\$12,400	\$23,925	\$5,075
50 GRP'S						
Illuminated	31			6	15	3
Unilluminated	5			2	2	1
Total	36			8	17	4
Per Panel	\$815			\$815	\$765	\$765
4 Weeks	\$29,340			\$6,520	\$13,005	\$3,060
25 GRP'S						
Illuminated	14			3	7	2
Unilluminated	4			1	1	0
Total	18			4	8	2
Per Panel	\$855			\$855	\$800	\$800
4 Weeks	\$15,390			\$3,420	\$6,400	\$1,600
8 Sheet Poster						
100 GRP'S						
Total Panels					27	
Per Panel					\$190	
4 Weeks					\$5,130	
50 GRP'S						
Total Panels					14	
Per Panel					\$195	
4 Weeks					\$2,730	
25 GRP'S						
Total Panels					7	
Per Panel					\$200	
4 Weeks					\$1,400	

Eller Media
Hispanic

	Los Angeles	Westside/ Beaches	Orange County	San Diego	San Francisco, Oakland, San Jose	Sacramento
30 Sheets Poster						
100 GRP'S						
Illuminated	207			21	44	8
Unilluminated	23			3	6	2
Total	230			24	50	10
Per Panel	\$775			\$775	\$725	\$725
4 Weeks	\$178,250			\$18,600	\$36,250	\$7,250
50 GRP'S						
Illuminated	104			10	22	4
Unilluminated	11			2	3	1
Total	115			12	25	5
Per Panel	\$815			\$815	\$765	\$765
4 Weeks	\$93,725			\$9,780	\$19,125	\$3,825
25 GRP'S						
Illuminated	52			5	11	2
Unilluminated	6			1	2	1
Total	58			6	13	3
Per Panel	\$855			\$855	\$800	\$800
4 Weeks	\$49,590			\$5,130	\$10,400	\$2,400
8 Sheet Poster						
100 GRP'S						
Total Panels					17	
Per Panel					\$190	
4 Weeks					\$3,230	
50 GRP'S						
Total Panels					9	
Per Panel					\$195	
4 Weeks					\$1,755	
25 GRP'S						
Total Panels					4	
Per Panel					\$200	
4 Weeks					\$800	

Eller Media
Population Coverage

	METRO COVERAGE (MSA)	18+ POPULATION	18+ HISPANIC	18+ AFRICAN AMERICAN
California North				
San Francisco/Oakland	San Francisco, Oakland, San Jose, Santa Cruz, Solano	4,443,780	696,889	384,961
Sacramento	Sacramento	1,078,590	123,030	76,305
California South				
Los Angeles	Los Angeles, Orange, Riverside, San Bernardino, Ventura	10,758,258	3,490,121	864,934
San Diego	San Diego	1,525,164	307,811	95,021



MARTIN OUTDOOR

**Martin Outdoor Advertising
30-Sheet Posters**

	Barstow	Bishop/ Mammoth	Hesperia	Lancaster	Mojave/ Techachapi/ Rosamond	Palmdale	Palmdale/ Lancaster	Ridgecrest	Victorville/ Apple Valley
100 GRP's									
Illuminated	2	2	3	8	3	4	12	3	3
Unilluminated	1	1	1	4	1	2	6	1	1
Total	3	3	4	12	4	6	18	4	4
4 Week Rate	\$1,900	\$1,900	\$2,600	\$7,600	\$2,600	\$3,800	\$11,400	\$2,600	\$2,600
50 GRP's									
Illuminated	1	1	2	4	2	2	6	2	2
Unilluminated	1	1	1	2	1	1	3	1	1
Total	2	2	3	6	3	3	9	3	3
4 Week Rate	\$1,200	\$1,200	\$1,900	\$3,800	\$1,900	\$1,900	\$5,700	\$1,900	\$1,900



GANNETT/ OUTDOOR

Ganett/Outdoor Systems

	Los Angeles	San Diego	Orange County-	San Fernando Valley-	San Bernardino/Riverside-	San Gabriel Valley	Bay Area	Sacramento
30-SHEET POSTER								
100 GRP's								
Total Panels	490	76					244	76
4 Week Rate	\$269,500	\$38,000					\$134,200	\$36,100
75 GRP's								
Total Panels	360	57					183	57
4 Week Rate	\$198,000	\$31,350					\$100,650	\$27,075
50 GRP's								
Total Panels	240	38					122	38
4Week Rate	\$132,000	\$19,000					\$54,000	\$18,050
25 GRP's								
Total Panels	120	19					61	19
4 Week Rate	\$66,000	\$9,500					\$33,550	\$9,025
BULLETINS								
4 Week Rate	\$4,950	\$5,050						
(Production included & based on 16 weeks)								
4 Week Rate	\$4,600	\$4,700						
(Space only & based on 16 week)								
EXTENSIONS								
Fabrication	23,00 sq. ft							
Monthly Rotation & Maintenance	3.25 sq. ft							
PRESTIGE PANELS								
		2000. Surface						
16 Week Rate	\$1,900	2500. Freeway	\$2,450	\$1,990	\$2,200	\$2,250		

**VAN
WAGNER**

Van Wagner

	LOS ANGELES (West Los Angeles, Marina Del Rey, Hollywood, Los Angeles International Airport, Century city, Ventura Boulevard, Westwood, San Fernando Valley, Brentwood, Santa Monica)	INLAND EMPIRE	ORANGE COUNTY	NORTHERN SAN DIEGO
30-Sheets				
10 GRP'S				
No. of Panels	20	12	12	3
Per Panel	\$682	\$630	\$735	\$683
4 Week Rate	\$13,650	\$7,560	\$8,820	\$2,050
25 GRP'S				
No. of Panels	50	30	30	6
Per Panel	\$656	\$603	\$708	\$658
4 Week Rate	\$32,815	\$18,115	\$21,265	\$3,950
50 GRP'S				
No. of Panels	100	60	60	13
Per Panel	\$630	\$578	\$682	\$631
4 Week Rate	\$63,000	\$34,650	\$40,950	\$8,200
75 GRP'S				
No. of Panels	145	90	90	19
Per Panel	\$604	\$551	\$657	\$605
4 Week Rate	\$87,545	\$49,615	\$59,100	\$11,500
100 GRP'S				
No. of Panels	195	120	120	25
Per Panel	\$578	\$525	\$630	\$580
4 Week Rate	\$112,615	\$63,000	\$75,600	\$14,500

Van Wagner

	LOS ANGELES (West Los Angeles, Marina Del Rey, Hollywood, Los Angeles International Airport, Century city, Ventura Boulevard, Westwood, San Fernando Valley, Brentwood, Santa Monica)	INLAND EMPIRE	ORANGE COUNTY	NORTHERN SAN DIEGO
Population	8,863,164	2,588,793	2,410,556	191,524
Median Age	30.70	30.30	31.40	32.20
Number of Total Households	2,989,552	866,804	827,066	71,736
Total of Retail stores	\$64,813,335	\$16,875,541	\$20,628,144	\$1,441,537

WHO DO I CALL?

Theater Trailer Advertising Firms

There are two major firms involved with theater trailer advertising services. Below are their addresses

Edwards Cinemas

300 Newport Center Drive
Newport Beach , CA 92660
(714) 640-4600

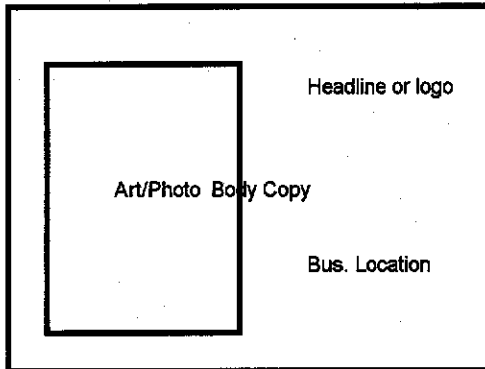
National Cinema Network (NCN)

15301 Ventura Blvd., Suite #311
Sherman Oaks, CA 91403
(818) 386-0090

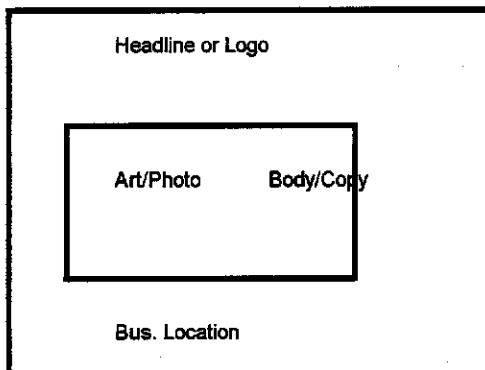
WHAT ARE MY CHOICES?

LAYOUT

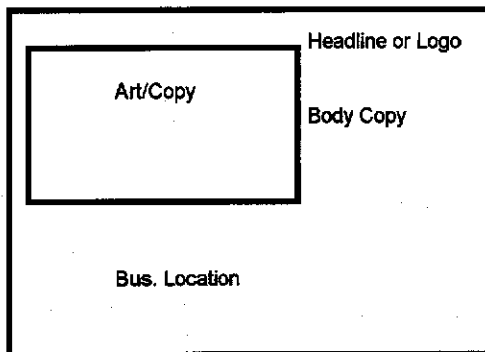
Following are accepted layouts for advertisements placed on slides for theater trailers.



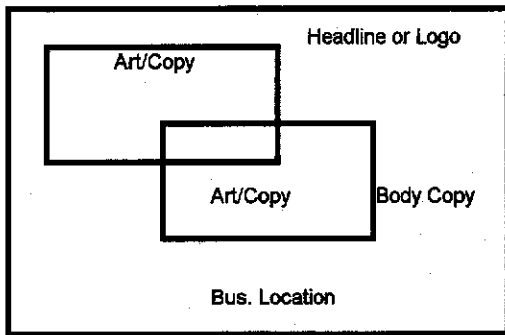
LAYOUT A



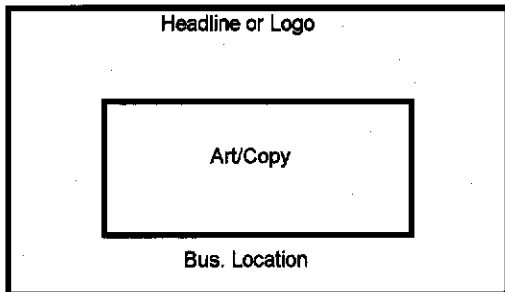
LAYOUT B



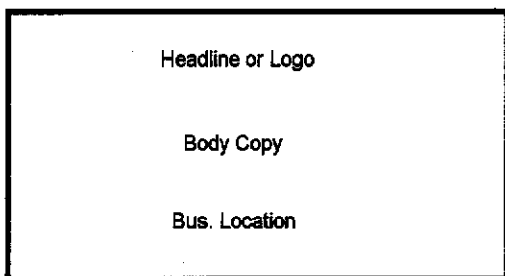
LAYOUT C



LAYOUT D



LAYOUT E



LAYOUT F

National Cinema Network (NCN)

Contact Person:

Staci Davis
Account Executive
15301 Ventura Blvd., Suite #311
Sherman Oaks, CA 91403
(818) 386-0090
(818) 386-0180 FAX

Type(s) of Advertising Offered:

Theater Slides

Areas Covered:

- Los Angeles County
- San Fernando Valley
- Orange County
- Central Valley
- San Diego
- Palm Springs
- Santa Barbara/Santa Maria
- Sacramento
- Monterey/Salinas
- San Francisco/Oakland

Services Offered:

- Geographic Segmentation
 - Specifically target your trade areas and fit your marketing goals on the national, regional, or market level.
- Demographic-Psychographic Segmentation
 - Select theaters based on audience demographic and psychographic characteristics to create in-theater campaigns which match your marketing patterns.
- Augment your Media Mix

- Your use of the ON-SCREEN ENTERTAINMENT program can be customized to fit perfectly with your media mix and marketing plans.
- To ensure maximum synergy, you can vary flight lengths, vary start dates by market, change messages monthly and run different ads in various markets.

Creative Guidelines:

- **ACCEPTABLE**
 - Logos need to be high resolution black and white on photostatic paper.
 - Logos can be colorized if a sample is provided.
 - 35mm slide
 - Transparency (maximum 11" x 17")
 - High quality photo print
 - Computer disk
 - 3.5
 - Syquest 44 or 88 meg. removable media.
 - Industry standard graphic program(s) must be used. (P.C. or Macintosh)
- **NOT ACCEPTABLE**
 - Photocopied or laser-printed logos.
 - Logos with screen or half-tones.
 - Logos smaller than 3 inches.
 - Poor quality photos.
 - Laminated materials.
 - Logos from business cards, matchbooks, napkins, T-shirts, etc.
 - Mechanical art with overlays or color separations.
 - Photos from brochures that are seamed or stapled.
 - Disk with fully produced ad(s) to be imaged.
 - Due to breakage in shipping, slides in glass mounts.

Shipping and Storage Services:

N/A

Edwards Cinema

Contact Person:

Michael T. Fenne
California Screen Ads, Inc.
300 Newport Center Dr.
Newport Beach, CA 92660
(714) 719-6075
(714) 270-3147

Type(s) of Advertising Offered:

Theater Slides

Areas Covered:

- Orange County
- Los Angeles County
- San Bernardino County
- Riverside County
- Ventura County San Diego County
- Kern County

Pricing:

- 18 week minimum

Services Offered:

- Slide presentations occur during all intermissions for advertised shows at selected Edwards Theaters throughout California.
- Each intermission is approximately 20-40 minutes in length.
- Slide contents are a mixture of trivia questions, and your on-screen advertisements.
- Three slide positions in each carousel is purchased by the advertiser.
- Each slide is shown on the big screen for approximately 10 seconds.
- Each carousel contains 80 slides, so each complete loop is approximately 13 1/2 minutes.
- Your advertisement will be on the big screen approximately once every 4 1/2 minutes in each auditorium.

- Your advertisement will appear between 100 and 500 times per day per location.
- Average weekly attendance ranges between 10,000 and 25,000 (except in San Diego County and South Coast locations).

Creative Guidelines:

- Slides should be 11" X 7.33" in order to match the 3:2 ration needed.
- Center inside the page a 10" X 6.28" high ad area. All elements of the ad must remain in this area. This area may not have a contrast holding border or key line.
- The 1/2" side panels must be black or background color ramped to black.
- The top and bottom .53" panels must be black.
- The slide mount must be thin plastic Kaiser peg-registered mount. Slide mounted on regular plastic mounts may end up crooked on the screen.
- Non peg-registered plastic, paper or glass mounts will be converted at an additional costs.

Shipping and Storage Services:

N/A

THEATER TRAILERS

Circuit	Theatre	City	St	Screens	Weekly Rate	Special Codes
LOS ANGELES COUNTY AND SAN FERNANDO VALLEY						
AMC	Alondra 6	Cerritos	CA	6	81.00	F
AMC	Burbank	Burbank	CA	9	121.50	F
AMC	Burbank 10-14 (R)	Burbank	CA	5	67.50	F
AMC	Chino Town Square 1-5(L)	Chino	CA	5	65.63	M
AMC	Chino Town Square 6-10(R)	Chino	CA	5	65.63	M
AMC	Media Center 6	Burbank	CA	6	114.75	F
AMC	Media Center 8	Burbank	CA	8	144.00	M
AMC	Montebello 10	Montebello	CA	10	135.00	F
AMC	Norwalk 1-7(L)	Norwalk	CA	7	84.00	
AMC	Norwalk 15-20 (R)	Norwalk	CA	6	72.00	
AMC	Norwalk 8 -14 (M)	Norwalk	CA	7	105.00	
AMC	Old Pasadena 8	Pasadena	CA	8	147.00	M
AMC	Puente East 4	Industry	CA	4	54.00	F
AMC	Puente Piz 1-5(L)	Industry	CA	5	69.38	M
AMC	Puente Piz 6-10 (R)	Industry	CA	5	69.38	F
AMC	Puente West 6	Industry	CA	6	81.00	F
AMC	Rolling Hills 6	Torrance	CA	6	128.25	F
AMC	Santa Monica 7	Santa Monica	CA	7	165.38	F
CINEMX	Movies 8	Chino	CA	8	114.00	S
Edwards	Atlantic Palace	Alhambra	CA	10	250.00	
Edwards	Camarillo Palace	Camarillo	CA	12	250.00	
Edwards	Cerritos Towne Center	Cerritos	CA	10	250.00	
Edwards	La Verne	La Verne	CA	12	250.00	
Edwards	Mountain Gate	Simi Valley	CA	7	110.00	
Edwards	Simi Valley	Simi Valley	CA	10	150.00	
Edwards	Valencia Town Center	Santa Clarita	CA	10	225.00	
Edwards	West Covina	West Covina	CA	18	325.00	
GCC	Avco Center 4	Los Angeles	CA	4	76.50	M
GCC	Beverly Connection 6	Los Angeles	CA	6	150.75	F
GCC	Glendale Central 5	Glendale	CA	5	80.63	
GCC	Hollywood Galaxy 6	Hollywood	CA	6	92.25	F
GCC	Montclair Plaza	Montclair	CA	5	65.63	F
GCC	Santa Anita 4	Arcadia	CA	4	61.50	M
GCC	Sherman Oaks 1-2	Sherman Oaks	CA	2	36.00	M
GCC	Sherman Oaks 5	Sherman Oaks	CA	5	90.00	F
MANN	Glendale Exchange 8	Glendale	CA	8	147.00	M
MANN	Glendora Sixplex	Glendale	CA	6	81.00	F
MANN	Granada Hills 9	Granada Hills	CA	9	145.13	F
MANN	Hastings Ranch 3	Pasadena	CA	3	39.38	F
MANN	Huntington Oaks 6	Monrovia	CA	6	81.00	F
MANN	Manhattan Village 6	Manhattan	CA	6	108.00	M
MANN	Plaza Theater 1	Los Angeles	CA	1	124.88	SF
MANN	Puente Hills East 6	City of Industry	CA	6	74.25	F
MANN	Regent Theater 1	Los Angeles	CA	1	124.88	SF
MANN	Santa Fe Springs 8	Santa Fe	CA	8	108.00	F
MANN	Sycamore Plaza 6	Simi Valley	CA	6	92.25	F

THEATER TRAILERS

[illegible]

THEATER TRAILERS

Circuit	Theatre	City	St	Screens	Weekly Rate	Special Codes
AMC	Victor Valley 10	Victorville	CA	10	135.00	
CINEMK	Movies 1-4 (Lancaster)	Lancaster	CA	4	48.00	
CINEMK	Movies 1-6 (L) (Lancaster)	Lancaster	CA	6	81.00	
CINEMK	Movies 10 (Victorville)	Victorville	CA	10	142.50	S
CINEMK	Movies 5-7	Lancaster	CA	3	36.00	
CINEMK	Movies 7	Victorville	CA	7	99.75	S
CINEMK	Movies 7-12	Lancaster	CA	6	81.00	
San DiegoSan DiegoSan DiegoSan DiegoSan DiegoSan DiegoSan DiegoSan						
AMC	La Jolla 1-5	La Jolla	CA	5	80.63	M
AMC	La Jolla 6-12	La Jolla	CA	7	112.88	M
AMC	Santee Village 8	Santee	CA	8	90.00	M
AMC	Wiegand Plaza 8	Encinitas	CA	8	135.00	F
Edwards	Del Mar	Del Mar	CA	8	140.00	
Edwards	Flowerhill	Del Mar	CA	4	75.00	
Edwards	La Costa	Carlsbad	CA	6	125.00	
Edwards	Mira Mesa	San Diego	CA	7	140.00	
Edwards	Poway	Poway	CA	10	140.00	
Edwards	Rancho California	Temecula	CA	10	140.00	
Edwards	San Marcos	San Marcos	CA	6	125.00	
MANN	Brickyard 7	San Diego	CA	7	94.50	M
MANN	Cinema 21	San Diego	CA	1	13.50	M
MANN	Mann Grove 9	San Diego	CA	9	101.25	M
MANN	Oceanside 8	Oceanside	CA	8	108.00	F
MANN	Plaza Bonita 6	National City	CA	6	74.25	M
MANN	Rancho Bernardo 6	San Diego	CA	6	96.75	F
MANN	Sports Arena 6 Plex	San Diego	CA	6	67.50	F
MANN	University Town Center 6	San Diego	CA	6	96.75	M
PACIFIC	Carmel Mountain 12	San Diego	CA	12	162.00	
PACIFIC	Cinerama 6	San Diego	CA	6	87.75	
PACIFIC	Clairement Twin	San Diego	CA	2	32.25	M
PACIFIC	Grossmont Mall	La Mesa	CA	8	120.00	
PACIFIC	LaJolla Village 4	La Jolla	CA	4	72.00	
PACIFIC	Sweetwater 9	National City	CA	9	114.75	
PACIFIC	Trolley 8	La Mesa	CA	8	102.00	
Palm SpringsPalm SpringsPalm SpringsPalm SpringsPalm SpringsPalm SpringsPalm Springs						
CINEMK	Holiday Cinemas III	Hemet	CA	3	81.00	
CINEMK	Movies 10	Cathedral City	CA	10	127.50	
METROP	Cinema Three (3)	Palm Desert	CA	3	52.88	F
METROP	Courtyard 1-5(L)	Palm Springs	CA	5	69.38	
METROP	Courtyard 6-10(R)	Palm Springs	CA	5	95.63	
METROP	San Jacinto 1-6(L)	San Jacinto	CA	6	76.50	CF
METROP	San Jacinto 7-12 (R)	San Jacinto	CA	6	76.50	CF
Santa BarbaraSanta MariaSanta BarbaraSanta MariaSanta BarbaraSanta M						
METROP	Cinema I & II	Goleta	CA	2	38.25	F
METROP	Fairview I & II	Goleta	CA	2	38.25	F
METROP	Fiesta 5	Santa Barbara	CA	5	95.63	F
METROP	Metro 4	Santa Barbara	CA	4	76.50	F
METROP	Plaza De Oro 2	Santa Barbara	CA	2	38.25	M

THEATER TRAILERS

Circuit	Theatre	City	St	Screens	Weekly Rate	Special Codes
SacramentoSacramentoSacramentoSacramentoSacramentoSacramentoSacramento						
AMC	Vallejo Plaza 6	Vallejo	CA	6	81.00	S
GCC	Birdcage Walk 6	Cirtus Heights	CA	6	87.75	F
GCC	Solano Mall 6	Fairfield	CA	6	87.75	M
TEGTM	Chief Cinema	Fairfield	CA	4	48.00	S
TEGTM	Downtown Cinemas 2	Fairfield	CA	2	24.00	S
TEGTM	Sherwood Plaza 1 & 2	Stockton	CA	2	24.75	S
TEGTM	Stockton Royal 4	Stockton	CA	4	49.50	S
TEGTM	Vacavalley Cinemas 4	Vacaville	CA	4	48.00	S
Monterey-SalinasMonterey-SalinasMonterey-SalinasMonterey-SalinasMonterey-Salinas						
CINGRP	Crossroads 2 Cinemas	Carmel	CA	2	16.65	S
CINGRP	Lighthouse 4 Cinemas	Pacific Grove	CA	4	33.30	
TEGTM	Galaxy 6	Monterey	CA	6	51.75	S
San Francisco-OaklandSan Francisco-OaklandSan Francisco-OaklandSan Francisco-OaklandSan Francisco-Oakland						
AMC	Milpitas 1-5	Milpitas	CA	5	84.38	M
AMC	Militas 6-10	Milpitas	CA	5	84.38	M
AMC	Oakridge 6	San Jose	CA	6	92.25	M
AMC	Serramonte	Colma	CA	6	72.00	CF
AMC	Sunnyvale Town Ctr. 6	Sunnyvale	CA	6	72.00	M
AMC	Town & Country 1	San Jose	CA	1	24.75	M
CORKIL	Fairfax Theaters	Petaluma	CA	2	7.65	
CORKIL	Sebastopol Cinemas 5	Sebastopol	CA	5	35.63	SF
CORKIL	Tiburon Playhouse	Petaluma	CA	3	11.48	
CORKIL	Washington Square 5	Petaluma	CA	5	34.88	SM
EM	Dublin 6	Pleasanton	CA	6	72.00	
EM	Vine Twin Cinemas	Pleasanton	CA	2	22.50	
GCC	Dublin Place 6	Dublin	CA	6	78.75	
GCC	Fremont Hub 8	Fremont	CA	8	105.00	
GCC	Hillsdale Cinema	San Mateo	CA	4	61.50	
GCC	Southland Cinema 5	Hayward	CA	5	76.88	
PACIFIC	Cinema One	Corte Madera	CA	1	22.50	
PACIFIC	Marin 3	Sausalito	CA	3	48.38	
PACIFIC	Northgate 1-9	San Rafael	CA	9	145.13	
PACIFIC	Northgate 10-15	San Rafael	CA	6	96.75	
PACIFIC	Petaluma 8	Petaluma	CA	8	108.00	
PACIFIC	Regency 6	San Rafael	CA	6	81.00	
PACIFIC	Rowland Plaza 6	Novato	CA	8	108.00	
PACIFIC	Sequoia 2	Mill Valley	CA	2	45.00	
TEGTM	Granada 2	Morgan Hill	CA	2	17.25	S
TEGTM	Sonoma 4	Petaluma	CA	4	28.50	S